

F A L L
Internet



World 94

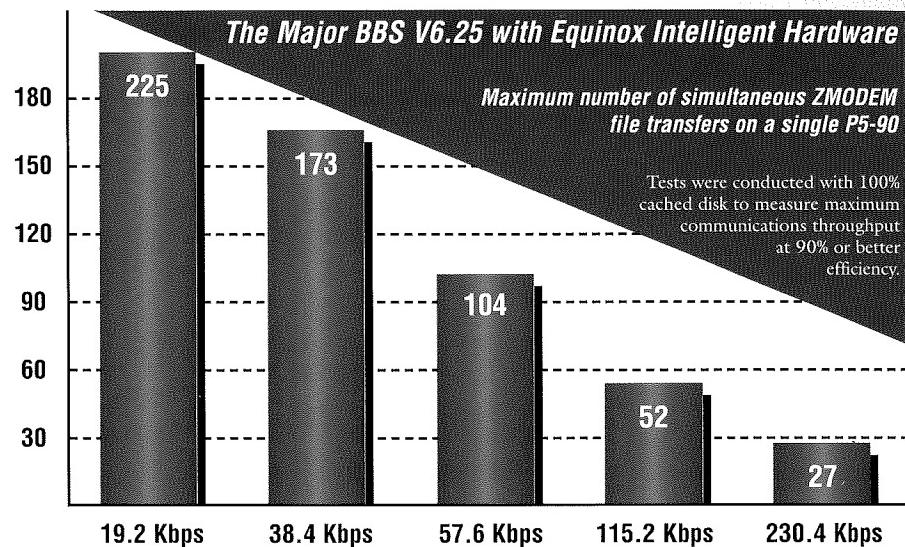
WASHINGTON HILTON & TOWERS

WASHINGTON, DC

DECEMBER 6-9, 1994

**FINAL
PROGRAM
AND
SHOW
DIRECTORY**

Build a MAMMOTH Online Service from Your Desktop PC



The power of teamwork

Galacticomm, Inc. (manufacturer of the world's leading online software) and Equinox Systems, Inc. (manufacturer of the world's highest performance multiport SuperSerial™ technology) have teamed up to bring you the most powerful online solution available today.

The Major BBS® Version 6.25 with the Intelligent Serial Kit is the only multi-user online platform to take advantage of intelligent multiport serial cards — delivering screaming I/O performance on a single 486 or Pentium computer.

The power of performance

Maximize your system's performance with The Major BBS Intelligent Serial Kit. By offloading the nitty-gritty piping of data from the CPU to the intelligent cards, you can support over 200 simultaneous high-speed callers. Free up tremendous system resources, and give your system a major boost in overall throughput (over 590,000 aggregate CPS — way beyond the nearest competitor's of 285,000).



The Major BBS Intelligent Serial Kit is an expandable I/O subsystem that uses Equinox's new RISC-based SuperSerial Technology (SST). Capable of up to 920 Kbps speeds, the SST eliminates all bottlenecks from the communications hardware. And you gain the reliability of surge suppression on every pin of every port.

The power of expansion

Each Intelligent Serial Kit includes a host controller card, 8- or 16-channel port modules, the intelligent software dri-

ver, all RJ45 cabling and adapters for modem connections, and complete documentation. You can add additional port modules and Intelligent Serial Kits as you need them. And non-intelligent hardware, such as GalactiBoards and GalactiBoxes, are still fully supported and 100% compatible.

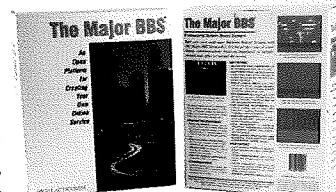
The power of an open architecture

The software driver for The Major BBS Intelligent Serial Kit interfaces directly to the BBS's communication engine using the Galacticomm Custom Device Interface™ (GCDI). In the tradition of our open architecture, the GCDI lets third-party hardware and software developers create custom connectivity options for The Major BBS as plug-in DLLs.

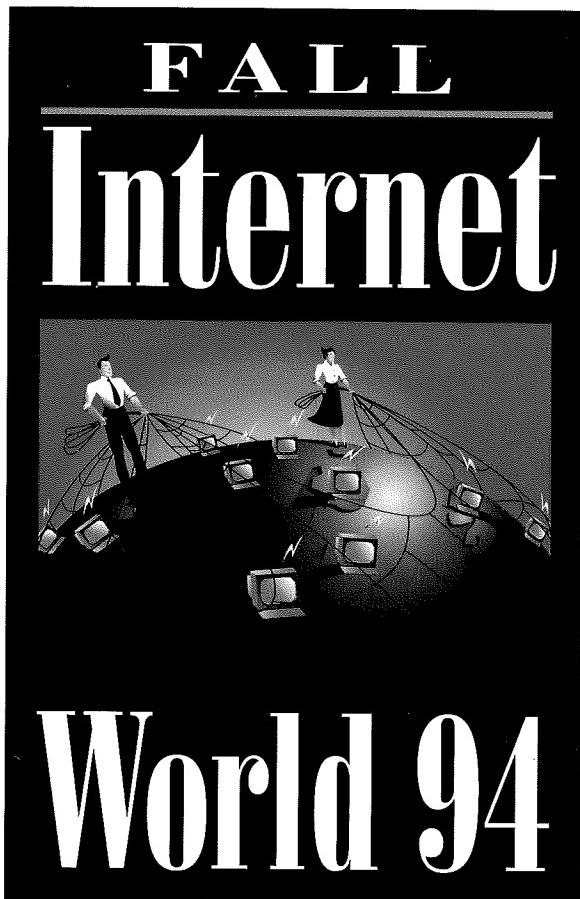
The GCDI also lays the foundation for our Internet Connectivity Option™ (ICO) — integrated Internet connectivity for a DOS platform BBS. ICO lets you reach an audience of over 30 million Internet users and provide Telnet, FTP, and World-Wide Web server support.

More power to you

For more information, call us at 1-800-328-1128 (or 305-583-5990 outside the U.S. and Canada). The Major BBS Intelligent Serial Kit is available in 16-, 32-, 64-, 96-, and 128-line kits through Galacticomm and our Ambassador dealers. Each kit comes with a 5-year warranty and world-class support of two leading companies in the telecommunications industry.



GALACTICOMM
Bringing your vision online



- 4 Conference-at-a-Glance**
- 7 Hotel Floor Plan**
- 8 Conference Program**
- 17 Speaker Directory**
- 25 Exhibitor Locator**
- 27 Exhibitor Directory**

Access to the Internet

Mecklermedia's Internet WorldNet™ will allow you free access to the Internet. Please stop by the Internet WorldNet™ in the exhibit hall (Access via UUNET).

Fall Internet World 94 would like to thank UUNET/AlterNet for providing the Internet WorldNet™ trade show network and T1 Internet Access.

UUNET/AlterNet provides a full range of Internet services, including dial-up, leased-line, Frame Relay, and ISDN access methods. Come see how our newly-expanded suite of services can work for you!

Thank You

Mecklermedia would like to thank the following:

IBM for furnishing the systems and for making OS/2 Warp available for internet access.

IBM Personal Computers have been provided by IBM for the Internet WorldNet™ and the Hands-On Workshops.

Livingston Enterprises for providing routers for the Internet WorldNet™.

NetManage for providing Chameleon Software for the Internet WorldNet™ and Hands-On Training.

Official Fall Internet World 94 Bookstore

The Internet World Bookstore offers a large selection of computer books, including new releases, hard-to-find titles, and books recommended by tutorial instructors and conference speakers.

Many popular authors are making scheduled appearances to autograph their works and chat with YOU! A 10% discount is offered on all purchases. World-wide shipping is available.

Managed by Computer Literacy Bookshops, the official Fall Internet World 94 Bookstore is located in Booth #920.

AT-A-GLANCE

TUESDAY, DECEMBER 6, 1994

PRECONFERENCE WORKSHOPS

1a

9:00 am–12:00 pm

Internet
Basics
Part 1

Jefferson West

1b

1:30 pm–4:30 pm

Internet
Basics
Part 2

Jefferson West

2

9:00 am–4:30 pm

Commercial
Web
Development

Jefferson East

3

9:00 am–4:30 pm

Trouble
Shooting
Networks

Lincoln West

4

9:00 am–12:00 pm

Internet
Interfaces and
Connectivity
Options

Lincoln East

5

1:30 pm–4:30 pm

Assembling
an Internet
Toolkit

Lincoln East

6

9:00 am–12:00 pm

Internet for
Academia

Monroe West

7

1:30 pm–4:30 pm

Executive
Quickstart

Monroe West

WEDNESDAY, DECEMBER 7, 1994

CONFERENCE SESSIONS

9:00 am–9:15 am

WELCOME

International Ballroom Center

A

EXECUTIVE
ENTREPRENEUR

*International
Ballroom West*

A1

10:30 am–11:10 am

Customer
Market
Research

A2

11:20 am–12:00 pm

Impact of
Internet on
Buying

A3

1:30 pm–2:10 pm

Advertising
on the
Internet

A4

2:20 pm–3:00 pm

Economic
Development:
Rural
America

A5

3:30 pm–4:10 pm

Financing
Entrepreneurs

A6

4:20 pm–5:00 pm

Leveraging
Hypermedia

B

INTERNET
UTILIZATION

*International
Ballroom East*

B1

10:30 am–11:10 am

Introduction
to Mosaic

B2

11:20 am–12:00 pm

The
WorldWide-
Web

B3

1:30 pm–2:10 pm

On the Net:
What's New?

B4

2:20 pm–3:00 pm

Music on the
Internet

C

INTERNET
TECHNICAL

Monroe

C1

10:30 am–11:10 am

TCP/IP
Networking
with PC's

C2

11:20 am–12:00 pm

Methods in
Developing
Enterprise
Data Net-
work

C3

1:30 pm–2:10 pm

Internet
Security :
Policies &
Mechanisms

C4

2:20 pm–3:00 pm

Firewalls &
Security, Pt.1

9:15 am–10:00 am

KEYNOTE: THE INTERNET IS THE INFORMATION HIGHWAY

D

INTERNET
VILLAGE

Georgetown East

D1

10:30 am–11:10 am

Internet for
the Disabled
Discussion

D2

11:20 am–12:00 pm

Internet for
the Disabled

E

INTERNET
PUBLISHING

Georgetown West

E1

10:30 am–11:10 am

Values,
Acculturation,
Acceptance

E2

11:20 am–12:00 pm

Quality
Assurance,
Validation of
Information

E3

1:30 pm–2:10 pm

Publishing
With
Internet-
Works

E4

2:20 pm–3:00 pm

Digital
Libraries

D5

3:30 pm–4:10 pm

Community
Freenets
Panel

D6

4:20 pm–5:00 pm

Community
Networking

E5

3:30 pm–4:10 pm

Subscriber
Relations

E6

4:20 pm–5:00 pm

Future
Newspaper
Publishing

EXHIBIT HALL HOURS

■ Tuesday, December 6

4:00 pm–6:30 pm

■ Wednesday, December 7

10:00 am–6:00 pm

■ Thursday, December 8

10:00 am–5:00 pm

AT-A-GLANCE

THURSDAY, DECEMBER 8, 1994

CONFERENCE SESSIONS

9:00 am–9:40 am

KEYNOTE: INTERNET PUBLISHING: TODAY AND TOMORROW; PROMULGATIONS AND PROGNOSTICATIONS

International Ballroom Center

A
**INTERNET
ENTREPRENEUR**
Jefferson

A7
9:50 am–10:30 am
**Reengineering
Business**

A8
11:20 am–12:00 pm
**Internet as
Media**

A9
1:30 pm–1:50 pm
**The UnCover
Company**

A10
1:50 pm–2:10 pm
MarketFAX

A11
2:20 pm–2:40 pm
Security API

A12
2:40 pm–3:00 pm
Galacticomm

A13
3:30 pm–3:50 pm
**Worldview
Systems**

A14
3:50 pm–4:10 pm
MKS

A15
4:20 pm–5:00 pm
**Electronic
Commerce**

B
**INTERNET
UTILIZATION**
*International
Ballroom East*

B7
9:50 am–10:30 am
**Intelligent
Information
Agents**

B8
11:20 am–12:00 pm
**Infobots &
Mailbots**

B9
1:30 pm–2:10 pm
Federal BBS

B10
2:20 pm–3:00 pm
**Federal BBS:
Problems,
Issues**

B11
3:30 pm–4:10 pm
**New York in
the Global
Village**

B12
4:20 pm–5:00 pm
**Communicating
with
Congress**

C
**INTERNET
TECHNICAL**
*International
Ballroom West*

C7
9:50 am–10:10 am
**Macintosh
Internet Tools**

C8
11:20 pm–12:00 pm
**The Home-
Page Model**

C9
1:30 pm–2:10 pm
**ISDN:
Equipment &
Services**

C10
2:20 pm–3:00 pm
**ISDN
Internet
Services**

C11
3:30 pm–4:10 pm
**ISDN User
Experiences**

C12
4:20 pm–5:00 pm
**ISDN Status
and Potential**

D
**INTERNET
VILLAGE**
Lincoln

D7
9:50 am–10:30 am
**Privacy in
Cyberspace**

D8
11:20 am–12:00 pm
**Privacy in
Wisconsin**

D9
1:30 pm–2:10 pm
**Internet
Literacy**

D10
2:20 pm–3:00 pm
**Internet:
Culture Clash
or Unity?**

D11
3:30 pm–4:10 pm
**Digital
Freedom
Network**

D12
4:20 pm–5:00 pm
**Internet
Ethics Panel**

**VENTURE
CAPITAL
FORUM**
Monroe

9:00 am–5:00 pm
**ALL DAY
FORUM –
See page 13
for complete
details.**

FRIDAY, DECEMBER 9, 1994

POSTCONFERENCE WORKSHOPS

8
9:00 am–4:30 pm
**Purchasing
Over the
Internet**
Jefferson West

10
9:00 am–12:00 pm
**Cost
Justifying the
Internet**
Chevy Chase

12
9:00 am–12:00 pm
**Getting Your
Business Plan
Read**
Dupont

14
9:00 am–12:00 pm
**Free and Low-
Cost Federal
Info Online**
Lincoln East

16
9:00 am–12:00 pm
**Training
End-Users**
Lincoln West

18
9:00 am–12:00 pm
**Hands On:
Intro to
Mosaic**
Monroe West

20
1:30 pm–4:30 pm
**Hands On:
Medical**
Monroe East

9
9:00 am–4:30 pm
**Mining the
Internet**
Jefferson East

11
1:30 pm–4:30 pm
**Win Friends,
Influence
Customers**
Lincoln West

13
1:30 pm–4:30 pm
**Building
Corporate-
Wide Internet
Clones**
Dupont

15
1:30 pm–4:30 pm
**Applications
of Networked
Hypermedia**
Lincoln East

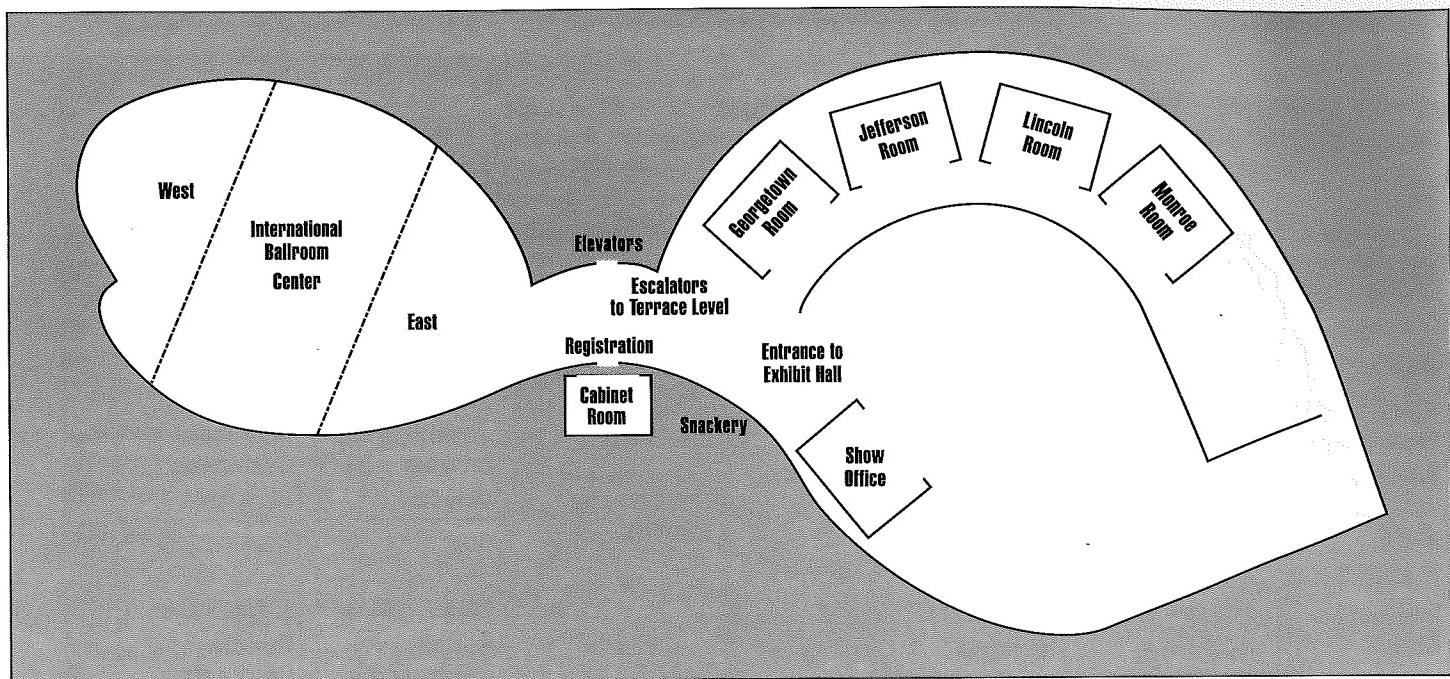
17
1:30 pm–4:30 pm
**Hands On:
Creating
Home Pages
with HTML**
Monroe West

19
9:00 am–12:00 pm
**Hands On:
Legal**
Monroe East

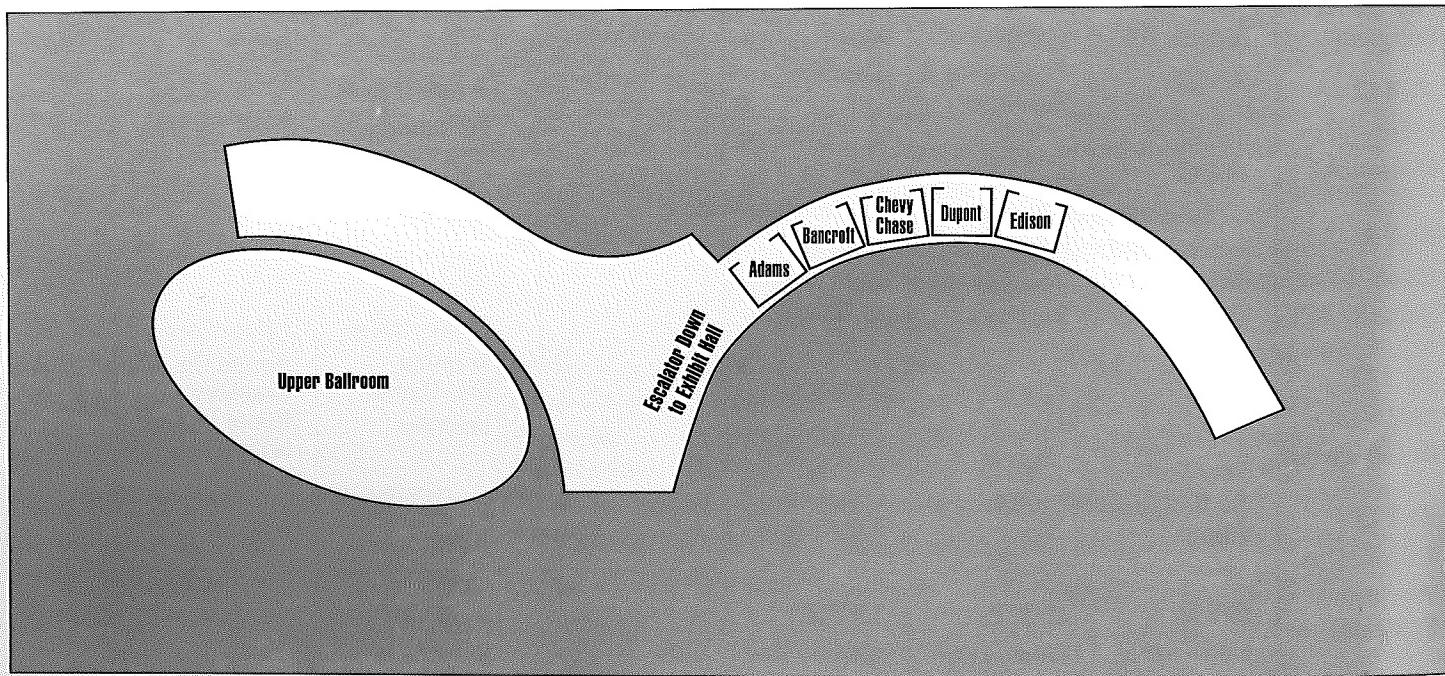
21
9:00 am–11:00 am
**Using MecklerWeb
to Reach the Internet
Marketplace**
Edison

HOTEL FLOOR PLAN

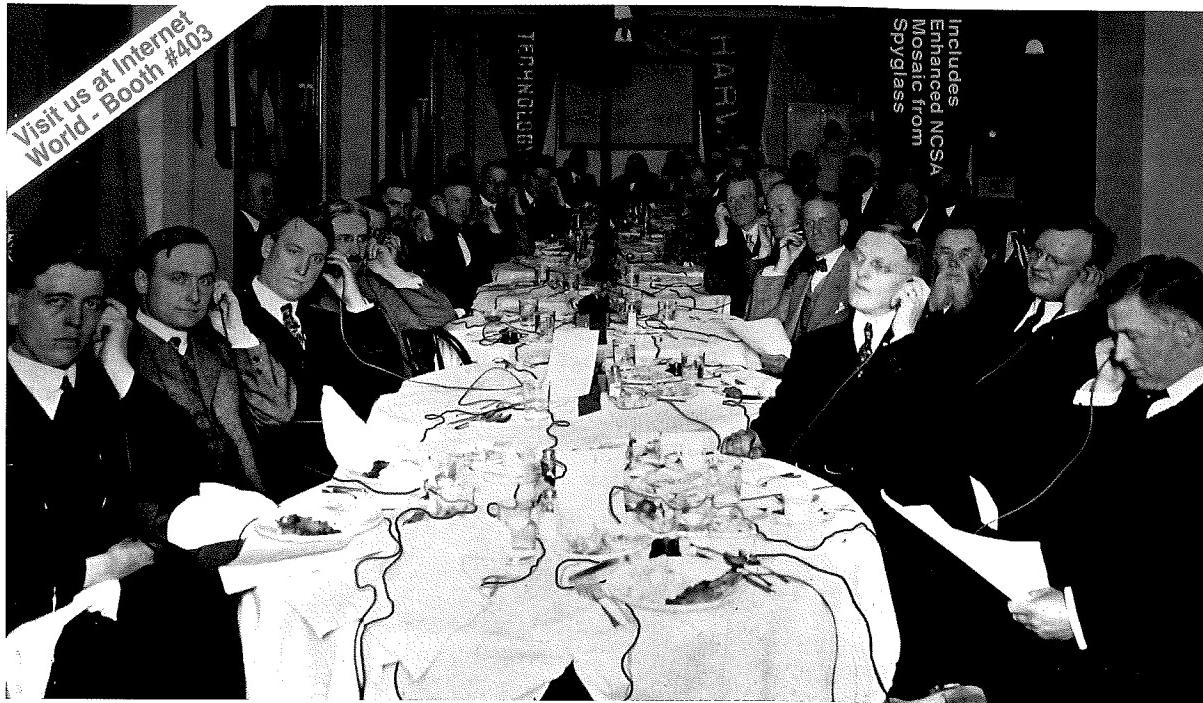
Concourse Level



Terrace Level



NOV*IX Connects Everybody to the Internet in Minutes



**All You Need to Access the Internet and TCP/IP Hosts
From Any NetWare Client**

Now with Firefox's NOV*IX for Internet, NetWare clients can cruise the Internet and access TCP/IP hosts without a TCP/IP stack on their workstation.

NOV*IX for Internet, an NLM, installs in minutes on your NetWare server. Because it is concurrent user licensed, NOV*IX access and applications are shared by any NetWare client.

NOV*IX for Internet provides Enhanced NCSA Mosaic, Gopher utilities, news reader facilities and E-mail. NOV*IX VT220 terminal emulation and ftp are also provided along with a WINSOCK API for use with compliant third-party applications.

All Firefox NOV*IX for NetWare products provide important benefits including:

- NOV*IX NLM - No TCP/IP stacks to install on clients
- Choice of IP address methods
- Easy to Install - Services available to many in minutes
- Controlled Security - Restricts unauthorized access
- Centralized installation, management and security



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Internet address: sales@firefox.com

PRECONFERENCE 1A

(can be taken as a full day w/1B or alone as a half day)

Jefferson West

9:00 a.m.-12:00 p.m.

Internet Basics, Part 1

Andrew Kantor
Associate Editor,
INTERNET WORLD Magazine

Eric Berlin
Columnist,
INTERNET WORLD Magazine

OVERVIEW: What exactly is the Internet? How do you get on? What can you do once you're there? These basic questions often go unanswered. But no longer. You'll learn everything you ever wanted to know about how the Internet started, where it's going, and why people are so excited about it. Want to go along for the ride? We'll show you how.

PRECONFERENCE 1B

(can be taken as a full day w/1A or alone as a half day)

Jefferson West

1:30 p.m.-4:30 p.m.

Internet Basics, Part 2

Andrew Kantor
Associate Editor,
INTERNET WORLD MAGAZINE

Eric Berlin
Columnist,
INTERNET WORLD MAGAZINE

OVERVIEW: Based on a continuation of Preconference 1A, this time we'll go into what you can do on the Internet and how to do it: electronic mail, newsgroups, file retrieval, searching for information — and everything you need to surf the net.

PRECONFERENCE 2

(full day)

Jefferson East

9:00 a.m.-4:30 p.m.

Commercial Web Development

Michael Bauer
President, The Internet Group

Jayne Levin
Editor, THE INTERNET LETTER

Chris Vandenberg
Worldwide OEM Sales Manager,
Rockwell Network Systems

OVERVIEW: This workshop will help managers learn how to add value to their organizations by using the Internet as a new sales, marketing, distribution, and customer support channel. We will compare different systems for delivering information to customers, such as Gopher and the WorldWideWeb.

PRECONFERENCE 3

(full day)

Lincoln West

9:00 a.m.-4:30 p.m.

Trouble Shooting Networks

Peter Schmidt
President,
Midnight Networks Inc.

OVERVIEW: This class will focus on "tricks of the trade" for tracking down problems with networks such as inability to connect to a remote host, mail problems, security issues, DNS problems, etc. Methodology for tracking down problems and responding to them will be presented with Unix commands used for specific examples.

PRECONFERENCE 4

(half day)

Lincoln East

9:00 a.m.-12:00 p.m.

Internet Interfaces and Connectivity Options

Howard McQueen
President,
McQueen & Associates

Jean DeMatteo
Vice President, Educational Services, McQueen & Associates

OVERVIEW: This half-day course provides an in-depth perspective on the technology requirements and issues associated with providing Internet access throughout an organization. We will explore a variety of methods for providing users with appropriate tools to "mine" the wealth of Internet resources.

PRECONFERENCE 5

(half day)

Lincoln East

1:30 p.m.-4:30 p.m.

Assembling an Internet Toolkit

Linda Zimmer
President, Telegraph Landing

William Thomassen
Internet Consultant,
Telegraph Landing

WHO SHOULD ATTEND: This workshop will target users who are: just getting started or about to get started on the Internet; interested in becoming directly connected to the Internet; and those already connected, but wish to round out their supply of Internet and information handling tools.

PRECONFERENCE 6

(half day)

Monroe West

9:00 a.m.-12:00 p.m.

Internet for Academia

Phil Kostenbader
Systems Coordinator,
Lafayette College

Tim Cordell
Professor of Music, Edinboro University of PA

OVERVIEW: Attendees will learn about key resources on the Internet that support higher education and about software tools available to find additional resources of interest. Non-technical information about how to set up a Gopher or Mosaic server as well as an up-to-the-minute report on cutting edge tools for information retrieval will be offered.

PRECONFERENCE 7

(half day)

Monroe West

1:30 p.m.-4:30 p.m.

Executive Quickstart

Jane Dysart
Dysart & Jones Associates

Ulla de Stricker
de Stricker & Associates

OVERVIEW: Learn to shorten your planning process and get a concise orientation to the issues and practices you need to know about. You'll get a list of questions on planning, pointers and guidance others have found useful, and examples of successful business applications.

Conference Tapes and CD-ROMs for Sale

"Audio Recording Services" and "Multimedia Marketing" will be located in the Registration Area on the Terrace Level. "Audio Recording Services" will be selling the Fall Internet World'94 conference proceedings on audio cassette and "Multimedia Marketing" will have the proceedings available for sale on CD-ROM.

Sponsorship

IBM Thursday, December 8
Mid-Morning
Coffee Break

**CONFERENCE
WELCOME AND
INTRODUCTION**
**International
Ballroom Center**

9:00 a.m. - 9:15 a.m.

Nancy Melin Nelson
Conference Program Chair

KEYNOTE SESSION
**International
Ballroom Center**

9:15 a.m.-10:00 a.m.

**The Internet IS the
Information Highway**

James Clark
Chairman and CEO, Mosaic
Communications Corporation

10:00 a.m.-10:30 a.m.

Coffee Break

**INTERNET
ENTREPRENEUR**
TRACK A
**International
Ballroom West**

Moderator: Ken Lane,
Information Today

Session A1

10:30 a.m.-11:10 a.m.

**Doing Customer
Market Research in
the 21st Century**

Deborah Buckley
PC Business Unit,
Digital Equipment Corporation

This session will reveal the
approach many companies have
already adopted to utilize the
Internet as a Primary Market
Research Tool to take business
into the 21st Century.

Session A2

11:20 a.m.-12:00 p.m.

**Impact of Internet
on Buying: History,
Trends & Future**

Bill Melton
Founder & CEO, CyberCash, Inc.

Here is detailed information
based on a study of eight years
of selling through both tradi-
tional channels and via the
Internet including the use of
a WorldWideWeb server.

12:00 p.m.-1:30 p.m.

Break

Moderator: Jill Ellsworth

Session A3

1:30 p.m.-2:10 p.m.

**Advertising on
the Internet**

Jeffrey Dearth
CEO, The Electronic Newstand

Here are some tips on what
you can do to develop a poten-
tial and active customer base
without aggravating and
offending users.

Session A4

2:20 p.m.-3:00 p.m.

**Economic Development
—Reaching out to
Rural America**

J. Paul Holbrook
Manager of Network Services,
CICNet, Inc.

Changes in lifestyles, surround-
ings, consumption patterns and
even our culture can be expect-
ed as the National Information
Infrastructure evolves. The
focus of the comments in this
presentation will highlight
economic development and
business opportunities based
on rural communities which
are likely to evolve within the
next few years.

3:00 p.m.-3:30 p.m.

Coffee Break

Session A5

3:30 p.m.-4:10 p.m.

Financing Entrepreneurs

Don Gooding
Research Partner, Accel Partners

The Internet is a hot area of
interest for venture capitalists
and other private sources of
financing. Learn which Internet
entrepreneurs have succeeded
and how they did this. Find out
what venture capitalists are
looking for now.

Session A6

4:20 p.m.-5:00 p.m.

**Leveraging Hypermedia
and WWW for Business
Exposure**

Michael Bauer
President, The Internet Group

Chris Vandenberg
Worldwide OEM Sales Manager,
Rockwell Network Systems

If you seek a practical guide that
covers the impact of a well-
designed WorldWideWeb server,
the resources you need to devel-
op it, and helpful design tips,
this session is for you.

Moderator: Steven Arnold
Technology Assessment &
Information Engineering

Session B3

1:30 p.m. - 2:10 p.m.

On the Net: What's New?

P. Michael McCulley
President, GENESIS
Information Services

Keeping up with the surging
Internet is a constant challenge.
Which new mailing lists are hot
and what web and FTP sites are
changed daily? Find out here.

Session B4

2:20 p.m.-3:00 p.m.

Music on the Internet

Karl Jacob
Chief Technical Officer,
On Ramp, Inc.

Take a guided tour with former
MTV VJ Adam Curry of his
musical view of the net and
listen to his predictions for the
musical future.

3:00 p.m.-3:30 p.m.

Coffee Break

Session B5

3:30 p.m.-4:10 p.m.

Internet Games

Rawn Shah
System Consultant, RTD
Systems & Networking, Inc.

Games have been a social
phenomena on the Internet for
many years now. This will be a
presentation on what games are
available and a brief history of
these games, and the people,
culture and socializing within.

Session B6

4:20 p.m.-5:00 p.m.

Electronic Journals

John Pierce
Electronic Publishing Specialist,
OCLC

With the cost of print publica-
tions skyrocketing and the
average library's serial budget
declining, many publishers are
looking to the electronic pub-
lication venue to save their
place in serial collections.

**INTERNET TECHNICAL
TRACK C
Monroe**

Moderator: Michael Neubarth,
Editor, INTERNET WORLD
MAGAZINE

Session C1

10:30 a.m.–11:10 a.m.

**TCP/IP Networking
with PCs**

Rawn Shah
System Consultant, RTD
Systems & Networking, Inc.

The enormous population of PC users are driving into the Internet tunnel, only few with an understanding of what to expect. This presentation is an overview of TCP/IP software for PC and Macintosh-based computers. It will cover a brief explanation of network device drivers and driver protocols such as NDIS, ODI, Packet Drivers and the Macintosh LLCs, protocol stacks for TCP/IP on PCs and MacTCP, commercial and public domain software packages, and communications standards such as the Windows Sockets API.

Session C2

11:20 a.m.–12:00 p.m.

**Practical Methods
in Developing the
Enterprise Data Network**

Douglas Nicklow
Network Specialist, Mine Safety
Appliances Company

Learn first hand how one company faced the problems that resulted from moving toward client-server technologies and network computing. The concepts utilized involve treating legacy systems and technologies not as holdover but rather as foundations on which to build. The concepts utilized involve treating legacy systems and technologies not as holdover but rather as foundations on which to build.

12:00 p.m.–1:30 p.m.

Break

Moderator: Harry Haramis,
Network Engineer, Cohesive
Systems

Session C3

1:30 p.m.–2:10 p.m.

**Internet Security:
Policies and
Mechanisms**

Marcus Ranum
Senior Scientist, Trusted
Information Systems, Inc.

This presentation will describe some of the risks of Internet connectivity, and some of the technologies that can be used to reduce those threats. Related topics such as Internet firewalls, viruses, trojan horses, and password sniffers will be discussed.

Session C4

2:20 p.m.–3:00 p.m.

**Internet Firewalls
& Security, Pt. 1**

Harry Haramis
Network Engineer,
Cohesive Systems

Dave Grissom
Director of Business Development,
Cohesive Systems

Learn about security policies now in place at other companies including details about packet filtering, proxy services, Unix system security and authentication procedures.

3:00 p.m.–3:30 p.m.

Coffee Break

Session C5

3:30 p.m.–4:10 p.m.

**Internet Firewalls
& Security, Pt. 2**

Harry Haramis
Network Engineer, Cohesive
Systems

Dave Grissom
Director of Business Development,
Cohesive Systems

What are firewalls? And how can you effectively design one? Consider these options: a single router connection; a dual-homed gateway connection; a DMZ segment connection; and an air-gap connection in this session. What's best for your organization?

Session C6

4:20 p.m.–5:00 p.m.

**Internet Firewalls &
Security, Pt. 3**

Harry Haramis
Network Engineer, Cohesive
Systems

Dave Grissom
Director of Business Development,
Cohesive Systems

Listen first to commercial and "do it yourself" firewall products and then query the experts about your own company needs.

INTERNET VILLAGE

TRACK D

Georgetown East

Moderator: Michael Paciello,
Digital Equipment Corp.

Session D1

10:30 a.m.–11:10 a.m.

**Internet for the Disabled
Discussion**

Harry Murphy
Founder & Director, Center
on Disabilities, CSUN

The Universal Access Project, if accepted by the Department of Commerce will develop disability access guidelines to the proposed National Information Infrastructure (NII). What are the issues? How may they be resolved? These panel speakers, drawn from UAP membership, offer their opinions

Session D2

11:20 a.m.–12:00 p.m.

Internet for the Disabled

Michael G. Paciello
**Vision Impaired
Information Services,**
Digital Equipment Corporation

Sit in on a "live" Internet demo that displays specific areas of interest to people with disabilities who wish to access the Internet.

12:00 p.m.–1:30 p.m.

Break

Moderator: Andrew Kantor,
Associate Editor,
INTERNET WORLD MAGAZINE

Session D3

1:30 p.m.–2:10 p.m.

**What Community
Leaders Need to Know
About the Internet**

Joe Ryan
Syracuse University

With the massive publicity associated with the commercialization of the Internet many community leaders are asking what will be the impact on themselves, their organizations and businesses, and their communities when the Internet comes to town. This session will discuss the issues and barriers elected, appointed, and volunteer community leaders face. This session will identify the solutions and opportunities that early community leader Internet adopters have found.

Session D4

2:20 p.m.–3:00 p.m.

**Project Sailor in
Maryland**

Barbara Smith
Sailor Project Manager,
Maryland State Dept. of
Education

The Maryland Library Community has opened access to an Internet gopher to Marylanders without charge. The project includes the completion of the first phase of a telecommunication backbone that opens access to Sailor for 86% of Marylanders.

3:00 p.m.–3:30 p.m.

Coffee Break

Session D5

3:30 p.m.-4:10 p.m.

Community Freenets Panel

David Bayer
Manager,
Electronic Publisher Products,
Information Dimensions, Inc.

Thom Gould
President, Lorain County
Freenet Inc.

Bill McKee
InfoZone

Community frenets are springing up around the country. Listen to a panel of experienced freenet providers as they share local experience in organizing, promoting, and keeping them running.

Session D6

4:20 p.m.-5:00 p.m.

**Community Networking:
Knocking Down the
Tollbooths on the
Information
Superhighway**

Taylor Walsh
Executive Director, CAP Access

The free-access-network model is spreading as the federal government continues to commit millions in grants to develop them. The question remains whether the public should be guaranteed free access as the technology evolves. What does this expert predict?

**INTERNET PUBLISHING
TRACK E****Georgetown West**

Moderator: Pat Lane,
Information Today

Session E1

10:30 a.m. - 11:10 a.m.

**Internet Publishing:
Values; Acculturation &
Acceptance**

John Duhring
Vice President of Business
Information Services, WAIS, Inc.

How are Internet software tools being applied to the business of publishing? This session examines the values, acculturation, and acceptance of these tools by the traditional book and database publishing community.

Session E2

11:20 a.m.-12:00 p.m.

**Quality Assurance &
Validation of Information**

Czeslaw Jan Grycz
Director, The Wladyslaw
Poniecki Foundation, Inc.

The problems and barriers to the emergence of content providers is a very intriguing topic, and is of growing importance as people are learning that conditions hospitable to the conduct of business (security, encryption, Internet funds transfers) are requirements, but so are easy navigation methodologies, and reliable quality assurance mechanisms.

12:00 p.m.-1:30 p.m.

Break

Moderator: Philip Werner,
Product Manager, Internet
Publishing, Interleaf, Inc.

Session E3

1:30 p.m.-2:10 p.m.

**Publishing with
InternetWorks**

Patricia Sabosik
Vice President of Electronic
Texts, BookLink Technologies

The InternetWorks project involves the application of client-server technology, and a series of established and emerging business and communication standards, to support publishing and content delivery on the Internet.

Session E4

2:20 p.m.-3:00 p.m.

**Finding Our Way:
Information, Borders,
Digital Libraries**

John Garrett
Director, Information Resources
Corporation for National
Research Initiatives

A world system of networked digital libraries will require us to redefine ourselves, our work, and the information which mediates between us and the world. The existing borders, like author-publisher-library, letter-message-article, or original-copy, may be difficult to sustain in this new world.

3:00 p.m.-3:30 p.m.

Coffee Break**Session E5**

3:30 p.m.-4:10 p.m.

Subscriber Relations

Neal Friedman
Attorney, Pepper & Corazzini,
L.L.P.

Doing business in cyberspace is not the same as in other media. There are difficult questions concerning protections for provider and subscriber that must be addressed. This presentation will lay out the issues and provide some answers in this important, yet still emerging area of law.

Session E6

4:20 p.m.-5:00 p.m.

**Newspaper Publishing in
the Future**

Brad Templeton
Publisher, ClariNet Communications Corporation

Network technologies can and are changing the face of news publishing. Templeton describes his own electronic newspaper, how it works and how it came to be, along with where it's going in the future.

**CONFERENCE SESSIONS
Thursday, Dec. 8, 1994****International
Ballroom Center****Keynote Session**

9:00 a.m.-9:40 a.m.

**Internet Publishing:
Today and Tomorrow;
Promulgations and
Prognostications**

Brewster Kahle
Chief Executive Officer,
WAIS, Inc.

**INTERNET
ENTREPRENEUR
TRACK A
Jefferson**

Moderator: Mikki Barry

**A Case Study Day of
Business Uses of the
Internet****Session A7**

9:50 a.m.-10:30 a.m.

**Reengineering Your
Business**

Tom Ryan
Principle, Resource Integration
Associates, Inc.

Will the Internet change how your company is doing business? Learn how other organizations have redesigned the way in which they both operate and conduct business on a daily basis now that they use the Internet as a management tool.

**10:30 a.m.-11:20 a.m.
Coffee Break—Visit
Exhibit Hall****Session A8**

11:20 a.m.-12:00 p.m.

**Case Studies; Internet
as Media**

Brian Johnson
Communications Consultant,
Internet Guide

BERTELSMAN MUSIC GROUP—
The world's largest record
company.

AMERICAN LAWYER MAGAZINE—Steve "Mr. Court TV" Brill extends the reach of his media empire over the Internet

THE SUN—It's the first daily Internet newspaper and it comes complete with advertising.

**12:00 p.m.-1:30 p.m.
Break**

Moderator: Peter Brooks,
MicroMind, Inc.

Session A9

1:30 p.m.-1:50 p.m.

**Case Study;
The UnCover Company**

Ted Koppel
Information Systems Manager,
The UnCover Company

Brenda Bailey
Marketing/Client Liason,
The UnCover Company

Information about the journal selections made by REVEAL subscribers provides real data on what Internet end-users actually want to read. Experiments in integration of e-mail in support of other current awareness options will be noted.

Session A10

1:50 p.m.–2:10 p.m.

Case Study; MarketFAXTom Kadala
MarketFAX

Successful examples of Fax-on-Demand applications using information from the Internet.

Session A11

2:20 p.m.–2:40 p.m.

**Case Study;
Security APL, Inc.**Valerie Kahn
President, PAWW's Security APL, Inc.

Security APL is assisting investment advisory firms to be able to access the Internet.

Session A12

2:40 p.m.–3:00 p.m.

**Case Study;
Galacticomm, Inc.**Scot Brinker
President & CEO, Galacticomm, Inc.

This study is an exploration of the possibilities for running an interactive service on the Internet using advanced bulletin board system software.

3:00 p.m.–3:30 p.m.

Coffee Break**Session A13**

3:30 p.m.–3:50 p.m.

Case Study; Worldview Systems CorporationNiel Checkoway
Vice President, General Manager, Consumer Business, Worldview Systems Corporation

Worldview Systems Corporation is a leading electronic publisher of time-sensitive destination travel information. This session will give insight not only into Worldview but also online services from business and customer perspectives.

Session A14

3:50 p.m.–4:10 p.m.

Case Study; MKS, Inc.Dan Latendre
Product Manager, MKS, Inc.

MKS has developed MKS Internet Anywhere, a windows front end of Internet news and mail. Learn how a company moves into an Internet connection and how it has benefited from organizational research and experience.

Session A15

4:20 p.m.–5:00 p.m.

**Electronic Commerce:
The Vision**Cathy Medich
Executive Director, CommerceNetWhere do we go from here?
Business in the online environment.**INTERNET UTILIZATION TRACK B****International Ballroom East**

Moderator: Gabriel Ofiesh, Howard University

Session B7

9:50 a.m.–10:30 a.m.

Intelligent Information AgentsPhillippe Courtot
Chairman, President & CEO, Verity, Inc.

Information agents exploit the power of combining connectivity and search tools to navigate the large amounts of complex data from electronic mainstream markets.

10:30 a.m.–11:20 a.m.

**Coffee Break—
Visit Exhibit Hall****Session B8**

11:20 a.m.–12:00 p.m.

Infobots & MailbotsGregory Giagnocavo
Editorial Consultant & Writer, Wentworth Worldwide Media

12:00 p.m.–1:30 p.m.

Break**Session B9**

1:30 p.m.–2:10 p.m.

Federal Bulletin Board Systems—What's ThereBruce Maxwell
Author & President, Bruce Maxwell Seminars

Federal government agencies and departments operate more than 200 bulletin board systems that provide free or low-cost information to the public. This session will provide an introduction to federal BBS's and then zero in on the very best sites.

Session B10

2:20 p.m.–3:00 p.m.

Federal Bulletin Board Systems: Problems & IssuesCharles McClure, Ph.D.
Editor in Chief of Internet Research, Syracuse University

Findings from a sponsored study proves that selected Federal Bulletin Boards may not be very useful to citizens to whom they are targeted. This session offers an up-to-date report on a number of issues that must be resolved for effective public access.

3:00 p.m.–3:30 p.m.

Coffee Break**Session B11**

3:30 p.m.–4:10 p.m.

New York in the Global VillageSteven Cherry
Director, Society for Electronic Access

The Voters Telecommunications Watch concerns itself with Internet access to the state legislative process in New York. How was it established? Can your state undertake such an initiative?

Session B12

4:20 p.m.–5:00 p.m.

Communicating with CongressMemory Sherard
U.S. House of Representatives

Mr. Smith takes the Internet to Congress. This session offers an overview of Internet mail, Gopher & WAIS services as it is employed in the House of Representatives.

INTERNET TECHNICAL TRACK C**International Ballroom West**

Moderator: Paul Gudelis, General Manager, MecklerWeb

Session C7

9:50 a.m.–10:30 a.m.

Internet Tools for the Macintosh

Braddlee

Network Information Consultant, NevadaNet

This session is an overview of the wide range of free and low-cost desktop tools available for the Internet-connected Mac. aimed at the Internet novice, the goal will be to demonstrate tools for telnet, FTP, Gopher, WAIS, Usenet, and WorldWide-Web. The emphasis will be primarily on client (end-user) software, rather than server software. Information on features and where to obtain packages will be provided.

10:30 a.m.–11:20 a.m.

**Coffee Break—
Sponsored by IBM****Session C8**

11:20 a.m.–12:00 p.m.

The Home-Page ModelJohn Patrick
Vice President of Communications, IBM

The "home-page" model for information dissemination has been enthusiastically utilized by IBM for several years. Here's how the company makes optimal use of this technique to both disseminate information and gather data from business partners.

12:00 p.m.-1:30 p.m.

Break

ISDN and the Internet

ISDN is a digital communications service that can provide 256 kbps on a dialup line at \$20 to \$40 per month in most parts of the country. It enables the effective use of Mosaic and other graphics tools by dialup users. These sessions will discuss how ISDN can be used to connect to the Internet.

Moderator: Robert Larribeau

Session C9

1:30 p.m.-2:10 p.m.

ISDN: Equipment and Services

Pat D'Innoncenzo
Bell Atlantic

Jim Zeitlin
Ascend Communications

ISDN equipment and services that are needed to access the Internet.

Session C10

2:20 p.m.-3:00 p.m.

ISDN: Internet Services

Marty Schoffstall
Vice President & CTO,
Performance Systems Inc.

Two Internet service providers will present the ISDN services that they offer for both network and individual dialup connections including hardware and software requirements and discuss the trade-offs between ISDN and other services.

3:00 p.m.-3:30 p.m.

Coffee Break

Session C11

3:30 p.m.-4:10 p.m.

ISDN: User Experiences

Sam Patel
Director of Network Planning,
GES

Two users will discuss their experiences with using ISDN to access the Internet.

Session C12

4:20 p.m.-5:00 p.m.

ISDN: Status and Potential

Robert Larribeau
Consultant, Larribeau Associates
A presentation on how ISDN compares to other technologies, including dedicated lines, frame relay, and ATM for Internet access. Current issues and long term prospects for ISDN will be discussed.

INTERNET VILLAGE TRACK D Lincoln

Moderator: Chris Casey, Office of Senator Kennedy

Session D7

9:50 a.m.-10:30 a.m.

Privacy in Cyberspace

David Sobel
Legal Counsel, Electronic Privacy Information Center

With the growth of electronic communications, the privacy and security of sensitive information has become crucial. Will our emerging networks be designed to facilitate surveillance, or will they protect the privacy of personal communications?

10:30 a.m.-11:20 a.m.

Coffee Break—Visit Exhibit Hall

Session D8

11:20 a.m.-12:00 p.m.

Privacy in Wisconsin

Jo Ann Oravec, Ph.D.
Assistant Professor,
Baruch College

Along with an overview of the issues, an overview of the state of Wisconsin's privacy-related initiatives will also be presented, including creation of the Privacy Council (the nation's first state-level council focusing on information privacy issues) and the Office of the Privacy Advocate.

12:00 p.m.-1:30 p.m.

Break

Session D9

1:30 p.m.-2:10 p.m.

Internet Literacy

Linda Zimmer
President, Telegraph Landing
Linda Zimmer has devised a "12-Step" program to network literacy, from information handling techniques to Internet Culture. End users, trainers and managers responsible for end users, will receive solid information and valuable tools.

Session D10

2:20 p.m.-3:00 p.m.

Internet: Culture Clash or Unity?

Charla Beaverson
CompuServe

Real world experience with inbound and outbound services helps in understanding USENET newsgroups as a meeting place and how neophytes use FTP.

3:00 p.m.-3:30 p.m.

Coffee Break

Session D11

3:30 p.m.-4:10 p.m.

Digital Freedom Network

Howard Jonas
President, International Discount Telecommunications

Political dissidents of all nationalities are discovering a homeland in the WorldWideWeb of computer networks known as cyberspace. The Digital Freedom Network offers phone and internet services to businesses.

Session D12

4:20 p.m.-5:00 p.m.

Internet Ethics—Panel Discussion

Moderator:
Marsha Woodbury
Computer Professionals for Social Responsibility

Panel:

Ben Shneiderman
Department of Computer Science,
University of Maryland

Michael Cavanagh
Cavanagh Associates, Inc.

The potential abuses of government and corporate databases containing information ranging from social security and medical records to consumer buying habits are frightening. With the advent of the "Information Superhighway", the risks of invasion of privacy are multiplied.

VENTURE CAPITAL FORUM Monroe

9:00 a.m.-5:00 p.m.

Moderator: William Hulley
General Partner,
Fostin Capital Partners

What is the Venture Capital Forum?

The Venture Capital Forum will provide a venue for members of the finance and business community to meet with managers of Internet-based companies interested in securing new financial, investment or corporate partners. Companies will present overviews of their products and business strategies to an audience of investors, lenders and business development managers looking for Internet-focused opportunities.

Presenting Companies

Each of the presenting companies is developing or marketing products or services for Internet users. All of the companies are interested in attracting equity investors or corporate partners. Each company's management team will make a presentation which details:

- the products or services that they offer
- who their customers are and why they buy
- how they market their products or services
- the company's projected financial results

The presentations will include open question periods and an opportunity to meet company management.

The Audience

The audience will include venture capitalists, private investors and business development managers looking for investment or partnering opportunities.

POSTCONFERENCE 8

(full day)

Jefferson West

9:00 a.m.-4:30 p.m.

Purchasing Over the Internet

Andrew Currie
President, Cyberspace Development, Inc.

Drummond Reed
InterMind Corporation

William Wong
Enterprise Integration Technologies

Einer Stefferud
Chief Visionary,
First Virtual Holdings Inc.

OVERVIEW: Every attendee will learn the current state of the art in Internet ordering and sales, view case studies, hear lessons learned from professionals working in the field today, and explore the emerging developments in this field. The workshop also will include an overview of the technical and legal issues, the range of costs involved, and a comparison of Internet with similar operations on the major online services and bulletin board systems.

POSTCONFERENCE 9

(full day)

Jefferson East

9:00 a.m.-4:30 p.m.

Mining the Internet for Business and Research Information

P. Michael McCulley
President, Genesis Information Services

WHO SHOULD ATTEND: Researchers, writers, journalists, librarians, online users, help desk staff, market researchers, or anyone interested in using the Internet for research and to obtain business information will benefit from attending this seminar. This is an intermediate level seminar, and will assume a basic understanding of the Internet and its major tools (e-mail, FTP, Gopher, etc.)

POSTCONFERENCE 10

(half day)

Chevy Chase

9:00 a.m.-12:00 p.m.

Cost Justifying the Internet

Joel Maloff
President, The Maloff Company

WHO SHOULD ATTEND: Anyone interested in understanding the business implications of the Internet should attend this workshop, especially senior managers and executives interested in understanding all of the costs and many of the likely benefits. The focus will be business-oriented with explanation of technical terms as needed.

POSTCONFERENCE 11

(half day)

Lincoln West

1:30 p.m.-4:30 p.m.

How to Win Friends and Influence Customers in a Responsive Marketplace

Catherine Smith
President, UUNorth International, Inc.

OVERVIEW: You will learn what the Internet is—and what it isn't; what kinds of businesses are using the Internet; expanding existing markets via the Internet; World-wide markets available via Internet. The session will be illustrated with examples of successful Internet marketing; identification of tangible and intangible costs and benefits; a guide to advertising on the Internet.

PREREQUISITES: None

POSTCONFERENCE 12

(half day)

Dupont

9:00 a.m.-12:00 p.m.

Getting Your Business Plan Read

William Hulley
General Partner, Fostin Capital Partners

WHO SHOULD ATTEND: Company managers targeting venture or corporate investment partners who are interested in developing Internet services.

POSTCONFERENCE 13

(half day)

Dupont

1:30 p.m.-4:30 p.m.

Building Corporate Wide Internet Clones

Michael Carroll
Manager, Science & Engineering Dept, Lockheed Corporation

Scott Downs
Lockheed Corporation

OVERVIEW: This workshop will address managerial and technical issues involved in building a corporate-wide Internet clone. The Lockheed experience will be explored in depth.

POSTCONFERENCE 14

(half day)

Lincoln East

9:00 a.m.-12:00 p.m.

Free and Low-Cost Federal Information Online

Bruce Maxwell
Author & President, Bruce Maxwell Seminars

OVERVIEW: Federal agencies and departments operate more than 200 BBSs that are open to the public, and hundreds more Internet sites also offer federal government information. The challenge now is to figure out what's out there and how to access it. This workshop will tackle that challenge by briefly touching on trends in online dissemination of federal government information and then identifying the most useful online resources.

POSTCONFERENCE 15

(half day)

Lincoln East

1:30 p.m.-4:30 p.m.

Applications of Networked Hypermedia

Robert Akscyn
Knowledge Systems, Inc.

OVERVIEW: This workshop will present, through illustration of existing projects and applications, the use of hypermedia much more broadly than the stereotypical "information access" view associated with today's popular networked information retrieval tools. Hypermedia can be equally useful as a constructive environment for the development and maintenance of a variety of "knowledge artifacts" such as large-scale software systems, modeling, financial accounting, etc., as well as supporting the construction of large-scale digital libraries.

POSTCONFERENCE 16

(half day)

Lincoln West

9:00 a.m.-12:00 p.m.

Training the End-User in the Use of the Internet

Trudi Bellardo Hahan
Coordinator of Continuing Education, College of L.I.S., University of Maryland

WHO SHOULD ATTEND: Anyone with a direct responsibility for Internet training.

OVERVIEW: Focusing on business and industry, this workshop explores a variety of methods for training new Internet users in e-mail, newsgroups, telnet, FTP, Archie, Gopher, WAIS and WWW.

PREREQUISITES: A basic understanding of the Internet.

POSTCONFERENCE 17

(half day)

Monroe West

1:30 p.m.-4:30 p.m.

Hands On—Creating Your Own Home Pages with HTML

Christine Walczyk
Training Services Computation Center, University of Texas

WHO SHOULD ATTEND: Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

OVERVIEW: Participants will learn how to create HTML (hypertext markup language) documents. They will actually leave the session with a personally created Web page ready to implement. They will learn about URLs, anchors, and graphic files. Sound will not be fully explored.

PREREQUISITES: It is necessary that attendees have explored the WorldWideWeb through the software packages Mosaic or Lynx. It is recommended that they know what a URL is, but not mandatory. It will be fully explained in the workshop. Limited to 20 participants, 2 people per computer workstation.

POSTCONFERENCE 18

(half day)

Monroe West

9:00 a.m.-12:00 p.m.

Hands On—Introduction to Mosaic

David Sachs
Assistant Dean, Pace University

Pete Stair
Senior Consultant, Mycroft Information

WHO SHOULD ATTEND: Managers, administrators and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use the Internet or are planning to use it, this workshop will provide you with an introduction to Mosaic as well as how to use Mosaic to find all of the Internet's global treasures.

OVERVIEW: This workshop will teach you about Mosaic with real-time demonstrations and hands-on activities. Mosaic is a "point and click" windows-type interface to all of the resources of the worldwide Internet. An intuitive human interface, Mosaic provides access without aggravation, and communications without complexity. New commercial, governmental, and educational "Home Pages" offer instant access to the world's information highway using hypertext and hypermedia. Learn about these and experience the excitement of the explosive development.

PREREQUISITES: Although a working knowledge of personal computers would be helpful, the workshop is self-contained and will present all information needed.

Limited to 20 participants,
2 people per computer workstation.

POSTCONFERENCE 19

(half day)

Monroe East

9:00 a.m.-12:00 p.m.

Hands On: Legal

Michael Gold,
Johanna Jacobson
beezeLink

This workshop will provide a firm introduction to the Internet for legal professionals. While

all Internet functions and utilities will be covered, there will be a special focus on locating specific legal information on the net. Topics covered: e-mail (including news and e-conferencing), telnet, FTP, Gopher, and a WorldWideWeb demonstration. Accessing government information, and searching through various legal resources available through the Internet will also be covered. This is a hands-on workshop for attorneys and other para-legal professionals. The workshop is geared to beginning level, though all end-users will find interesting information regarding available legal resources.

Limited to 20 participants,
2 people per computer workstation

POSTCONFERENCE 21**Edison**

9:00 a.m.-11:00 a.m.

Using MecklerWeb to Reach the Internet Marketplace

- | | |
|-------|--|
| 9:00 | Introduction to MecklerWeb |
| 9:15 | MecklerWeb Positioning/Focus |
| 9:30 | Partnership with IBM Description of Services |
| 9:45 | How to Reach the Market, MecklerWeb Applications |
| 10:00 | Total Internet Marketing —Mecklermedia Solutions |
| 10:15 | Case Study: MecklerWeb in Action |
| 10:30 | Defining and Designing your Online Presence |
| 10:45 | Planned Features in the Near Future |

POSTCONFERENCE 20

(half day)

Monroe East

1:30 p.m.-4:30 p.m.

Hands On: Medical

Michael Gold,
Johanna Jacobson
beezeLink

OVERVIEW: This workshop will provide a firm introduction to the Internet for medical professionals. While all Internet functions and utilities will be covered, there will be a special focus on locating specific medical information on the net. Topics covered: e-mail (including news and e-conferencing), telnet, FTP, Gopher, and a WorldWideWeb demonstration. Accessing medical and health care, government information, and searching through various resources available through the Internet will also be covered. This is a hands on workshop for doctors, nurses, hospital administrators and other healthcare professionals. The workshop is geared to beginning level, though all end-users will find interesting information regarding available medical resources.

Limited to 20 participants,
2 people per computer workstation

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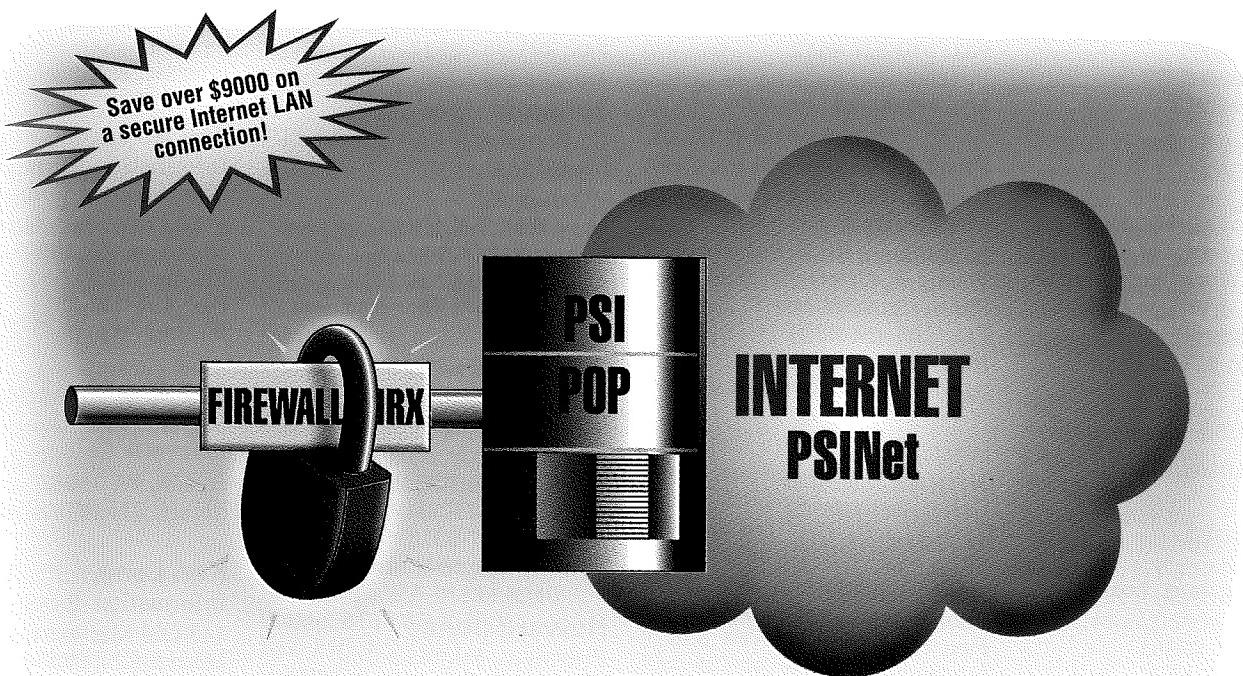
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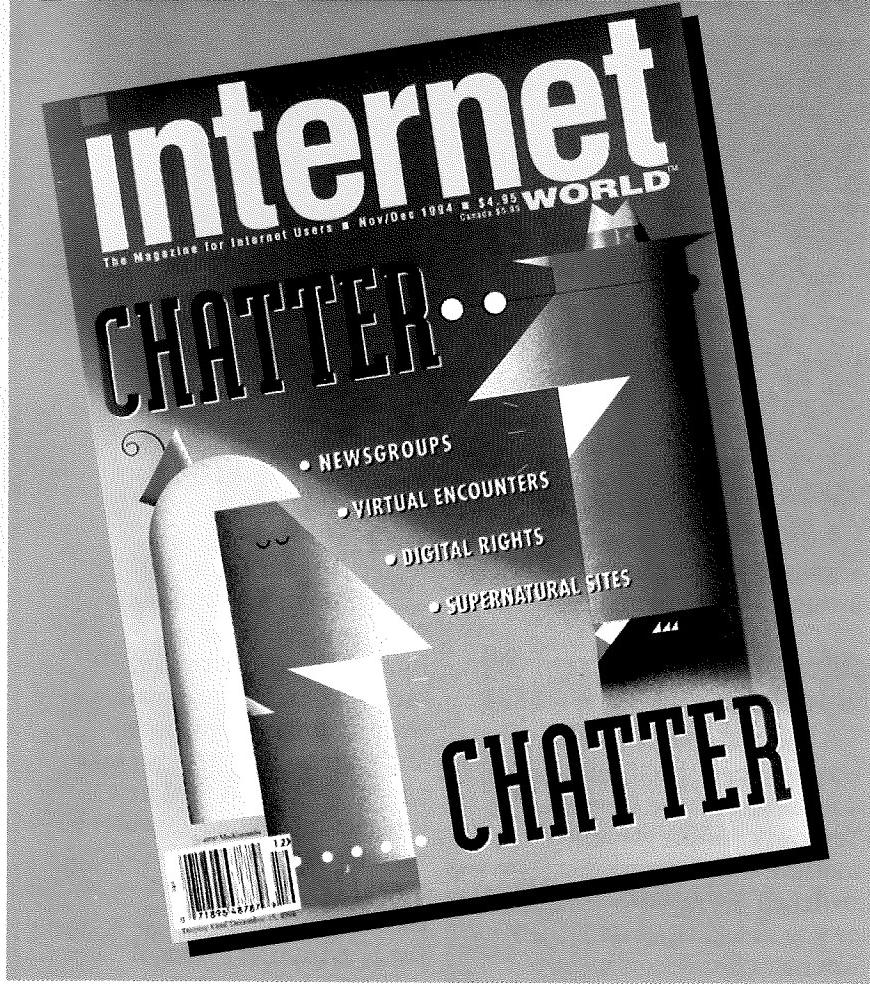
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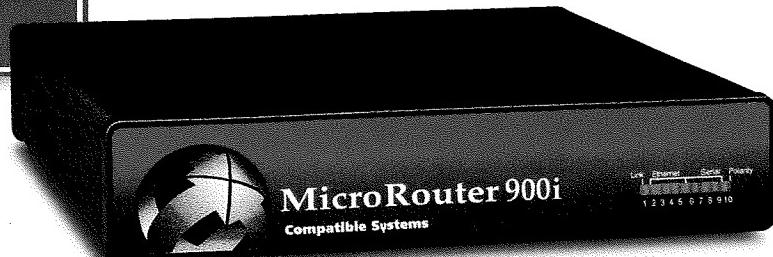
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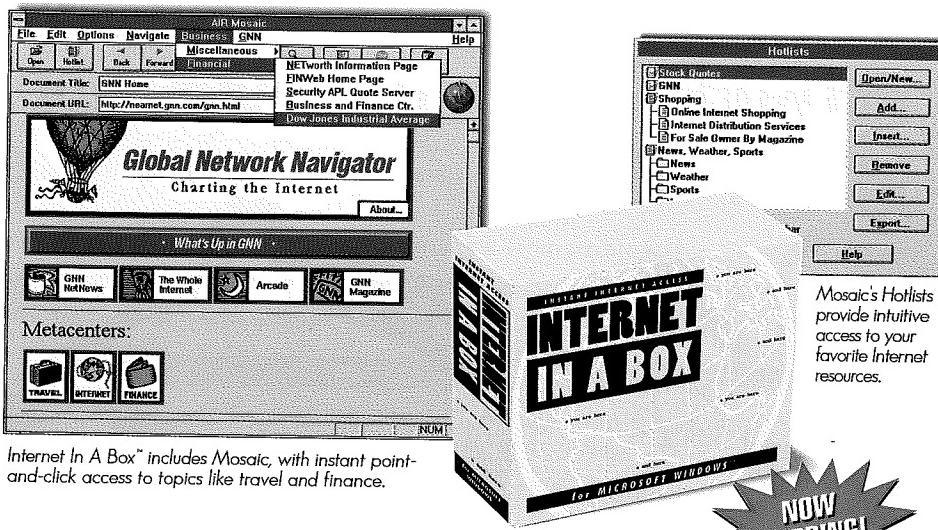
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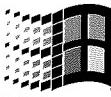
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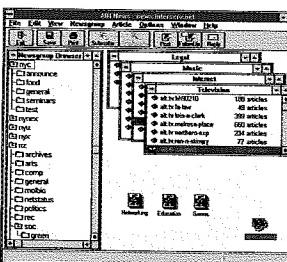
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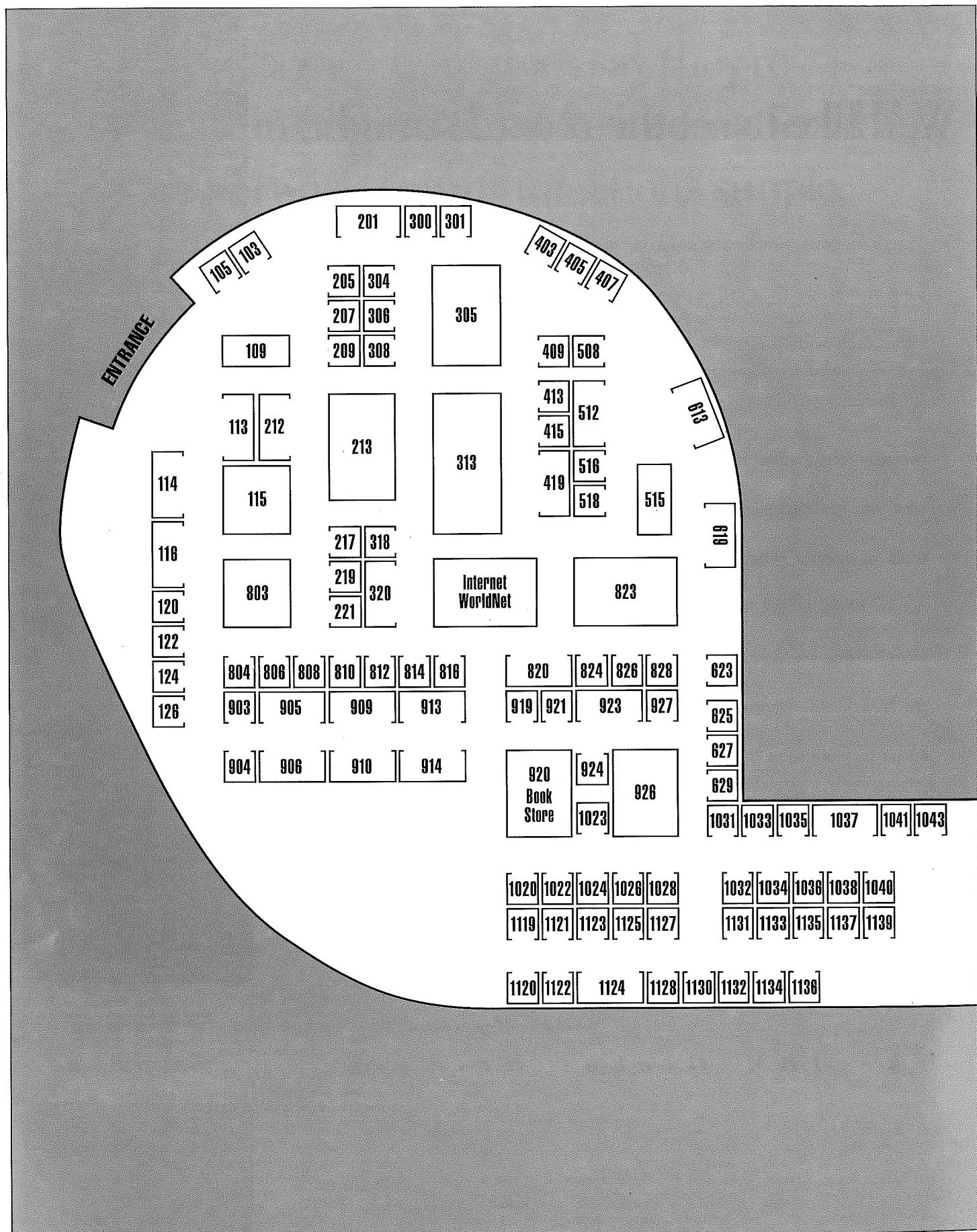
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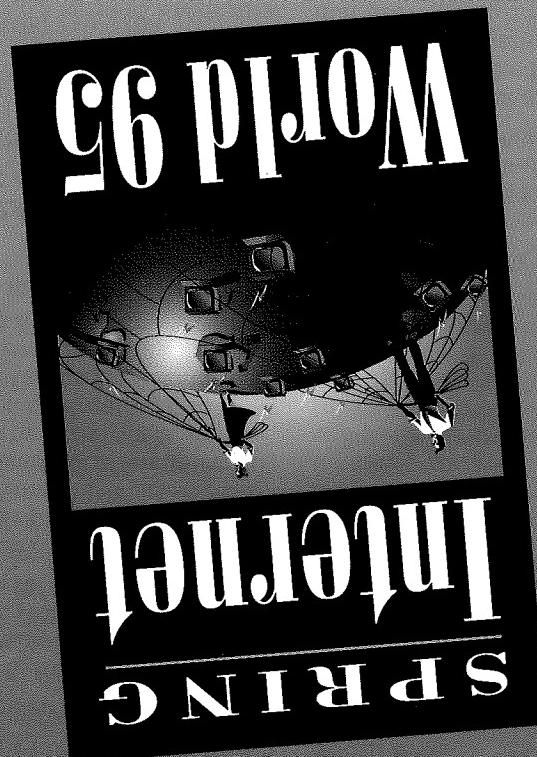
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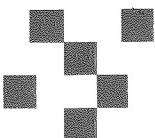
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Booth #923

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The Internet Letter covers the businesses that use the Internet, the political forces that shape it, and the information that flows across it.

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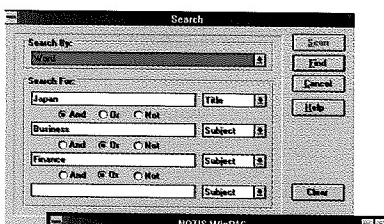
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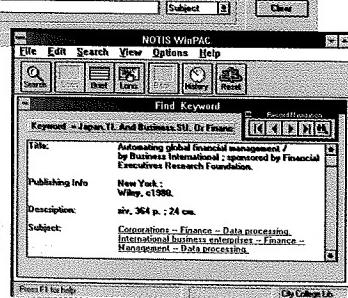
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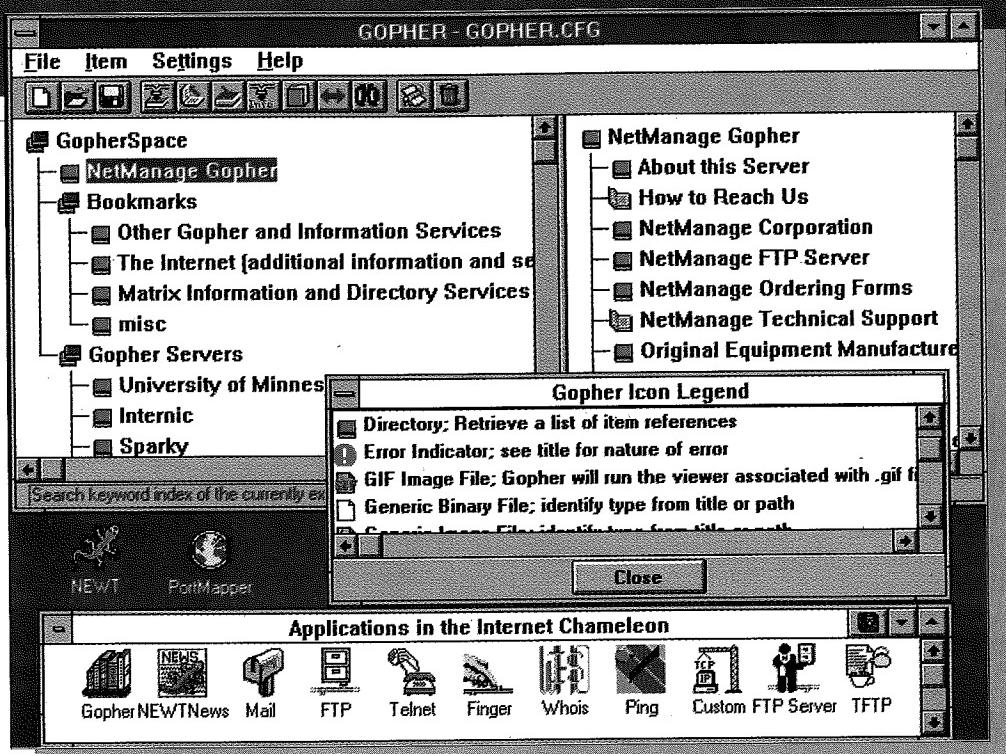
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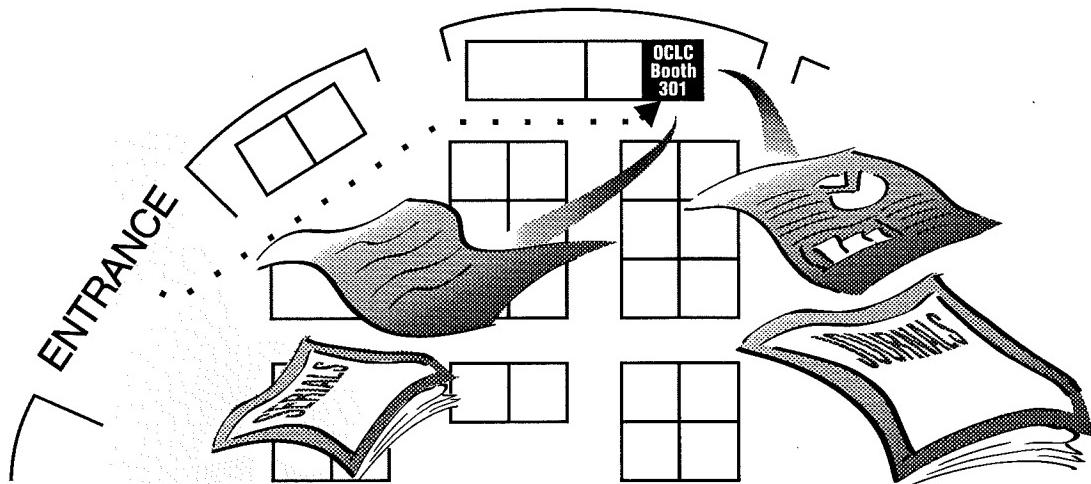
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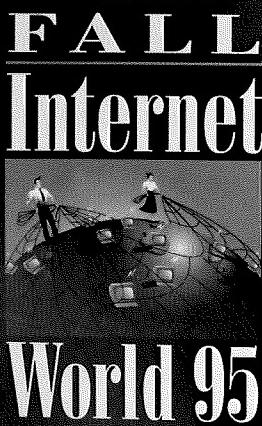


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WENTWORTH PUBLISHING COMPANY

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EXHIBITOR DIRECTORY

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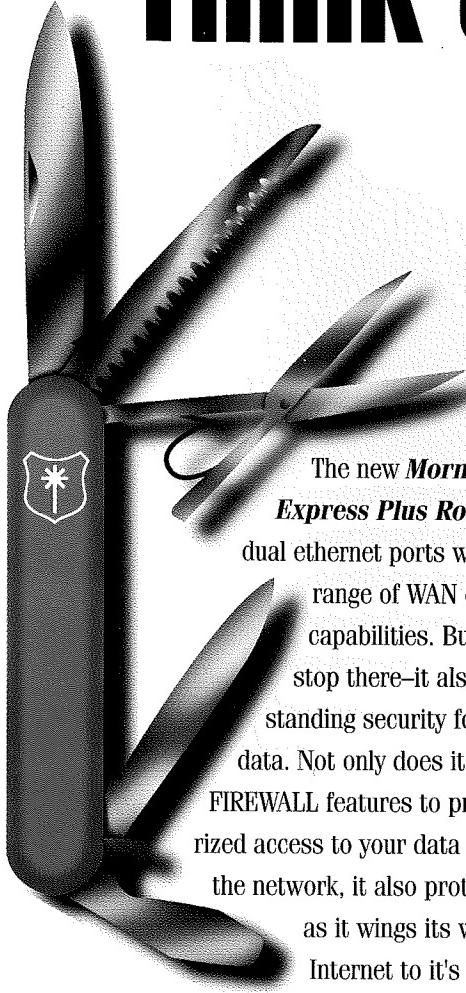
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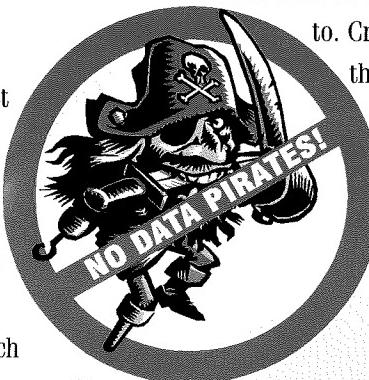
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